# Product and Accessory Limits

## Current Transaction Limits for Apple Retail Stores

April 17, 2017

| Tags | order limits |
| --- | --- |

Copyright © 2015 Apple Inc. All rights reserved.

| | Consumer Limits | Business Limits In-Store | Business SSO | Business Loyalty Pricing |
|---|---|---|---|---|
| **iPhone** | | | | |
| **iPhone 7 / 7 Plus*** | No Limits | No Limits | No Limits | Yes |
| **iPhone 7 / 7 Plus (PRODUCT) RED*** | No Limits | No Limits | No Limits | Yes |
| **iPhone 6s / 6s Plus** | No Limits | No Limits | No Limits | Yes |
| **iPhone SE** | No Limits | No Limits | No Limits | Yes |
| **WATCH** | | | | |
| **WATCH Series 1 and Series 2** | No Limits | No Limits | No Limits | Yes |
| **WATCH Hermès** | 2 Per Customer | 2 Per Customer | No Limits | No |
| **WATCH Accessories** | No Limits | No Limits | No Limits | Yes |
| **iPad** | | | | |
| **All iPad Models** | No Limits | No Limits | No Limits | Yes |
| **Apple Pencil and Smart Keyboard** | No Limits | No Limits | No Limits | No |
| **Mac** | | | | |
| **All Mac Models** | No Limits | No Limits | No Limits | Yes |
| **Accessories** | | | | |
| **Airpods** | 2 Per Customer | 2 Per Customer | No Limits | No |
| **BeatsX** | 2 Per Customer | 2 Per Customer | No Limits | Yes |
| **All Other** | No Limits | No Limits | No Limits | Yes |

Refer to local country documents for limits on max cash transactions and legal limitations.

* Limit applies to the iPhone 7 series. Consumer cannot purchase more than the limit for iPhone 7 and iPhone 7 Plus combined.

Copyright © 2015 Apple Inc. All Rights Reserved. Apple Internal Use Only Version 1.0